



Veg of Lund enters into cooperation agreement with Scandi Standard to develop plant-based meat products

Veg of Lund AB (“Veg of Lund”) (ticker: VOLAB) and Scandi Standard AB (ticker: SCST) have signed a cooperation agreement to develop plant-based meat products. The global meat substitutes market is valued at USD 8.1 billion, with an expected average growth rate of 7.8 percent during the period from 2019 to 2026¹. In a joint research and development project, Veg of Lund and Scandi Standard intend to launch a novel category of food within one to two years, with considerable potential to complement the existing main products of each company. The aim is to use the finalized products as the basis of plant-based meat.

Veg of Lund has entered into a cooperation and license agreement with Scandinavian Standard Nordic AB, which is a wholly-owned subsidiary of Scandi Standard AB. Scandi Standard is the leading producer of chicken products in the Nordic region and Ireland. The companies will cooperate on a project aiming to develop plant-based meat alternatives, which will be initiated during the fourth quarter of 2020.

Veg of Lund will manage the development, and Scandi Standard will provide funding in a total amount of approximately SEK 4 million. When the plant-based meat substitute is finalized, Scandi Standard is granted exclusive, worldwide rights to commercialize the product as plant-based chicken products and rights to sell similar products in the red meat category. Veg of Lund will receive royalties on the sales. Veg of Lund intends to sell plant-based red meat substitutes to customers in the United States, the United Kingdom, India and China.

“The rationale for the agreement with Scandi Standard is our conviction that the market for product categories that complement or replace foodstuffs of animal origin is at the very beginning of a sharp growth. The combination of our respective expertise and skills gives us the opportunity to establish a good market position with a range of unique food products,” says Thomas Olander, CEO of Veg of Lund.

“Veg of Lund is built on a firm foundation of both research and commercial expertise. Together with Scandi Standard, we are well placed to bring a healthy and climate-smart meat analogue product to market within two years after the product launch, with a taste and texture that is suitable for many dishes,” says Eva Tornberg, Veg of Lund’s Head of Research and Development, who will manage the project.

For more information, please contact:

Veg of Lund AB
Thomas Olander (CEO)
Telephone: +46 70 935 98 63
E-mail: thomasolander@vegoflund.se

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¹ <https://www.alliedmarketresearch.com/meat-substitute-market>



About Veg of Lund

Veg of Lund is a food innovation company rooted in research at Lund University. The company has developed a unique, patented method to produce a heat-stable plant-based emulsion consisting of potato and rapeseed oil. As its first product, Veg of Lund launched My Foodie®, available from food retailers in Sweden and the United Kingdom. Since February 10, 2020, the company's share is listed at Nasdaq First North Growth Market under the ticker VOLAB. Read more at www.vegoflund.se. The company's Certified Adviser is Eminova Fondkommission AB, which can be contacted by telephone on +46 8 684 211 10 or by e-mail at adviser@eminova.se.